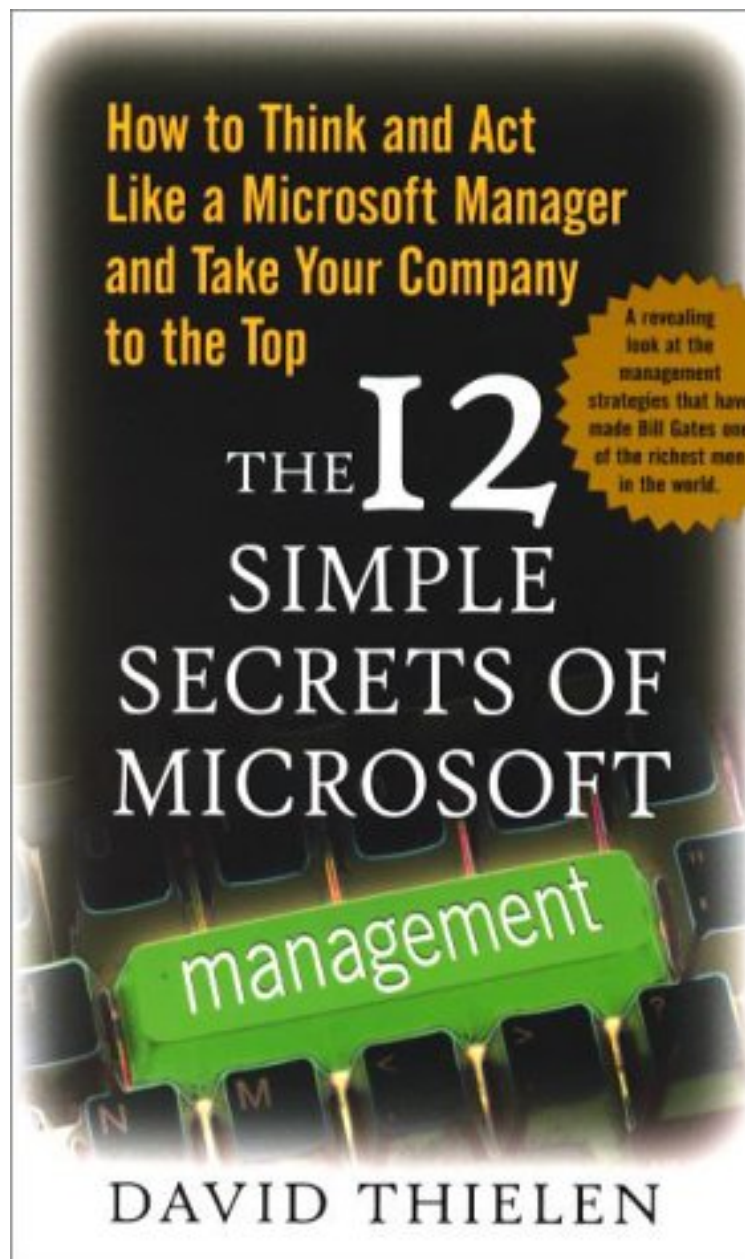


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The 12 Simple Secrets of Microsoft Management: How to Think and Act Like a Microsoft Manager and Take Your Company to the Top

David Thielen

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The 12 Simple Secrets of Microsoft Management: How to Think and Act Like a Microsoft Manager and Take Your Company to the Top*:

2 of 2 people found the following review helpful. Yes, Virginia. Microsoft Breathes Modern Management and Wins! By Marcos Polanco This book treats the eminently fertile soil of Microsoft's management style, and its obvious success. From hiring to project management and from office design to esprit d' corps, Microsoft distinguishes itself by pushing its employees to their creative limits in achieving total domination of their chosen markets. This is accomplished through a zero-crap management style, individual authority and a stringent requirement to back up proposed courses of action with facts. While readable and terse, the text does tend to confuse the distinctive Microsoft traits and those of technology companies in general. Still, the book accomplishes the objective of communicating the formula for how Microsoft went about building its empire. 1 of 1 people found the following review helpful. Outstanding common-sense management book By RacerX This is one of the best books I've read on [tech] management. It's a quick read, and very candid and to the point. The author should be commended for keeping a fairly neutral position. It's unfortunate that so many people simply bash MSFT--but their results speak... There's a lot that could be learned from their methods. Good book if you're looking to get inspired get a warm feeling that there's actually places out there that know how to manage technical operations "potently". 4 of 4 people found the following review helpful. Great reading - and fun along with eye opening. By Robert (Buff) Leboeuf This book should be required reading for anyone entering the management field in this new era we all find ourselves in. If half of what is in this book is actually practiced at Microsoft it's no wonder that they do quite well, thank you. Probably the only reader who might find this book disturbing would be the typical CEO or VP of one of this country's huge lumbering corporations. As an employee of one of these at present I find much that hits home.

Concise and to-the-point, David Thielen's insider's report on how Microsoft achieved the impossible - retaining the responsiveness of a small company as it became one of the largest corporations in the world - is a primer on what any company must do to reach the top. Painting a compelling portrait of Microsoft's culture, this ready-to-use book encompasses the core principles that propel every Microsoft employee to excel and direct every manager's thought process. Turn to any page and you will find valuable practices and insights that can be applied to your own company. Imagine how following these Microsoft standards could instantly increase your firm's productivity: Immediately after each project is completed, a ruthless "post-mortem" process ignores the project's successes to dissect its failures...and how they can be avoided in the future; Instead of wallowing in profit-induced security, Microsoft immediately begins to develop replacements for its cash-cow products - knowing that if they don't, the competition will; Smaller is not just better, it is essential, but work groups, while functionally independent, still pursue a common strategic plan; Could your company survive outside the 9-to-5 ritual? Find examples of how Microsoft's focus on task completion instead of time clocks leads to unmatched employee morale and superior effort. Can you honestly expect to build a company the size and strength of Microsoft? Possibly not...BUT by adapting Bill Gates's aggressive, common-sense strategies for use in your own company, you CAN position yourself for outstanding growth and success in today's intensely competitive, Microsoft-influenced marketplace.

.com You may admire him for his chutzpah or detest him for his audacity, but you can't deny that Bill Gates has developed a company capable of dominating any market it resolves to enter. This is not an accident, contends David Thielen--a 20-year veteran of the technology industry who once toiled at Microsoft as a senior software developer on Windows 95 and other projects--and in fact stems directly from the chairman's own unique attitudes on corporate administration. *The 12 Simple Secrets of Microsoft Management*, subtitled *How to Think and Act Like a Microsoft Manager and Take Your Company to the Top*, is Thielen's inside look at the way Gates and his lieutenants have successfully harnessed those particular practices that initially put the firm on the map and subsequently used them to build their business into one of the world's largest. "Microsoft's management style is its core strength," writes Thielen. "There are other companies that produce better software, market better, and make fewer mistakes, but no other large company manages its business as well." In chapters with titles like "The Top 5 Percent," "Require Failure," and "Shrimp vs. Weenies," he dissects Redmond's specific methodologies on hiring, quality control, budgeting, performance expectations, and more. --Howard Rothman Give away free sodas. Hire smart people. Don't waste time with awards ceremonies. Can Microsoft's recipe for success be this simple? In *12 Simple Secrets*, former Microsoft senior developer, programmer and product manager David Thielen professes a dozen key elements he learned during three years in Redmond that can teach you, as the book's tagline says, 'How to think and act like a Microsoft manager and take your company to the top.' Not surprisingly, the author's style befits a supermarket checkout diet book. Tip No. 4 ndash; Require Failure Quickly ndash; recounts how Microsoft execs are demoted if they play it too safe and never fail. (Are those responsible for Microsoft Bob bossing around the Microsoft Office team?) Tip No. 7 ndash; Shrimp vs. Weenies ndash; recommends that everyone below the CEO level should fly coach, forgo personalized stationery and model their offices after the customer service department. Tip No. 2 ndash; The Top 5 Percent ndash; suggests

ignoring HR and hiring smart people, regardless of college degrees or personal hygiene. Now that Microsoft's success is unraveling in federal court, perhaps Thiel should have discussed the company's 13th strategy: Use Market Dominance to Crush Rivals. -- From The Industry Standard From the Back Cover "You can learn a lot by studying Bill [Gates]. And you can learn the most by studying what he does year after year." -- Warren Buffett, quoted in Fortune

The success of Microsoft is unrivaled in the history of business. Yet Microsoft doesn't necessarily make the best products...or execute the best marketing...or have the best customer service. What Microsoft does better than any other company in the world is manage for market dominance--striving for control over every market they enter! This concise and insightful insider look at the management techniques behind this amazing company discloses the strategies that have made Bill Gates one of the richest men in the world. Strategies that include: The Top 5%: Learn about Microsoft's rigorous interview process that helps them hire only success-driven, product-smart, Type-A personalities while letting their competitors hire the rest. Or Require Failure Quickly: How Microsoft invites - in fact, encourages - employees to fail, inspiring them to find innovative and optimal solutions.